



April 4, 2014

## Synacor's Greg Jarvis to Participate in NAB Show 2014 2nd Screen Sunday, April 6, Las Vegas

*Synacor's Greg Jarvis will participate in "Managing the Converging TV Experience from Living Room to On-the-Go" panel at 2<sup>nd</sup> Screen Sunday NAB Show 2014, alongside industry leaders from Civolution, MESA, TiVo, Turner, Videology and Watchwith*

BUFFALO, N.Y. and LAS VEGAS, April 4, 2014 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, homescreens, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies in the U.S. and abroad, today announced its VP of Sales, Solutions, Greg Jarvis, will be speaking on the "Managing the Converging TV Experience from Living Room to On-the-Go" panel at [2<sup>nd</sup> Screen Sunday NAB Show 2014](#) at 1:35 p.m. PDT on Sunday, April 6, at Encore Hotel, Las Vegas.

This session will dig deep into the world of screens, as the diverse panel discusses their battle scars and successes in managing video convergence, and shares their views on where this is all headed as the definition of "TV" continues to change. Perhaps the biggest challenge is creating a user experience that works equally well across all screens and satisfies a plethora of different viewing experiences — from launching a video in the living room, to viewing on-the-go, to companion viewing in front of a larger 1st screen. The challenges range from creating the right interface, to providing seamless functionality, to ensuring that the content is properly monetized across each screen in a way that resonates with consumers and advertisers alike.

Synacor's Greg Jarvis brings more than 25 years of new media experience — spanning the U.S., Canada, Latin America and Europe — to the 2<sup>nd</sup> Screen Sunday panel and will focus on auto authentication as a means to dramatically reduce abandonment rates among pay-TV subscribers accessing TV Everywhere long-form video, as well as other provider content and services.

Other speakers will include Alex Terpstra, CEO, Civolution; Evan Young, Senior Director of Product Marketing, TiVo; Ron Yerkes, Senior Director Product Management, Emerging Technology, Turner; Brent Gaskamp, SVP Corporate Development, North America, Videology; Zane Vella, CEO and Founder, Watchwith; and panel moderator, Guy Finley, Executive Director 2<sup>nd</sup> Screen Society/MESA.

Jarvis and the entire Synacor team are continuing to innovate in the TV Everywhere space and develop marquee solutions for pay-TV providers across the country. For example, Synacor launched [its Cloud ID Auto Authentication solution during Sochi](#) and reported a dramatic drop in TV Everywhere abandonment, coming in under 10 percent (compared to a typical TVE abandonment rate of approximately 50 percent).

For more information on Synacor and its TV Everywhere services, visit [synacor.com](http://synacor.com) or email [tellmemore@synacor.com](mailto:tellmemore@synacor.com).

### About Synacor

Synacor's white-label platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, cloud-based services and apps to their end-consumers across multiple devices, strengthening those relationships while monetizing the engagement. Synacor (Nasdaq:SYNC), is headquartered in Buffalo, NY, with tech hubs in Toronto and [Boston](#). For more information, visit [synacor.com](http://synacor.com).

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### Forward-Looking Statements

This release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current expectations or beliefs of management of Synacor, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other factors affecting the operation of the respective businesses of Synacor. More detailed information about these factors may be

found in filings by Synacor, as applicable, with the Securities and Exchange Commission, including their respective Quarterly Report on Form 10-Q. Synacor is under no obligation to, and expressly disclaims any such obligation to, update or alter their respective forward-looking statements, whether as a result of new information, future events, or otherwise.

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